

New categories open at London International Awards (LIA)

LONDON: The London International Awards (LIA), now open for entries, has announced new categories for the 2015 competition, as it celebrates its 30th year.



A New Director category has been added to TV/Cinema/Online Film - Production and Post-Production; a Multimedia Campaign category has been added to Integration and the NEW has been redefined for 2015.

Production companies or any company or individual involved in the project can submit entries into the New Director category. The requirement for this category is that the director has directed no more than six client-approved and released pieces of work.

In the Integration medium, a Multimedia Campaign category has been added, entries for this category must have at least two different channels/platforms of communication.

Entries into The NEW should be work that's delivered with a freshness that makes its impact ever more potent - work that attempts to be category-defining in and of itself.

Eleven judging panels will preside over fifteen media, with the juries being composed of approximately 100 top international creatives from agencies, production companies, design houses and technology companies from around the world.

Judging will take place from 1-10 October. The shortlists will be announced as each judging session concludes, with winners being announced 2 November. For more information, go to www.liaawards.com.

For more, visit: <https://www.bizcommunity.com>